



Approved by:  
Sarah D. Hanson  
U.S. Embassy

Date:06/07/99  
GAIN Report #JA9092

A faint, light-colored outline map of the world is visible in the background, centered behind the main text.

**Market Brief**  
**Japan : Food Processing Sector - Western**  
**Confectionery Products**  
**Company Profiles**

**This report was prepared by the USDA's Foreign Agricultural Service for U.S. exporters of food and agricultural products. This information is in the public domain and may be reprinted without permission. Use of commercial or trade names does not imply approval nor constitute endorsement by USDA/FAS.**

<b>Company Name</b>		Ariake Japan Co., Ltd.		<b>Product Sector(s)</b>		Retort Pouch, Soup, Confectionery	
<b>Address</b>		3-2-17, Ebisu-Minami, Shibuya-ku Tokyo 150-0022		<b>Number Of Employees</b>		202	
<b>Phone Number</b>		03-3791-3301		<b>Fax Number</b>		03-3494-0990	
<b>Email</b>				<b>Overseas Contact</b>		Ariake U.S.A., Inc. Virginia	
<b>Web Page Address</b>		http://corporate.index.or.jp/ariake/		<b>Contact Person</b>		Taisuke Tsukiashi, General Manager, Production Dept.	
<b>Sales and Net Profits</b>				<b>Main Suppliers</b>			
	<b>Year</b>	<b>Sales (Mil. ¥)</b>	<b>Net Profits</b>				
	1995	10,460	1,443	Ariake Seasoning Co., Ltd., Shin Nippon Shokuzai, Toho Co., Ltd.			
	1996	11,953	1,666	Toyota Tsusho Corp., Itochu Corp.			
	1997	12,688	2				
<b>Key Products</b>			<b>% of Total</b>	<b>Company Profile and Strategies</b>			
	Soups		22	Founded in 1966, Ariake is a pioneer in the natural seasonings industry. Ariake stresses uniform quality in its products.			
	Natural Liquid Seasonings		52	Ariake produces three types of seasoning: 1) essences, 2) yeast based, and 3) amino acid based. Essences mostly produced from beef, pork and chicken.			
	Natural Powdered Seasonings		24	Customers include makers of instant noodles, processed meat, confectionery, processed foods and the food service industry. 33% of sales are to instant noodle makers, 33% go to processed food makers and 30% go to the food service industry.			
	Processed Meat Products		1	Ariake plans to move into the food services industry and processed foods industry, while avoiding direct competition with customers. Examples of new business include out-sourcing portions of manufacturing for processed foods industry.			
	Others		1	Ariake has established companies in China and Virginia, USA to both procure raw materials and sell in home markets.			
<b>Main Brands</b>							
	Yeast, Essence, Amino Acids, Natural Seasonings from Beef, Pork and Chicken						
<b>Main Ingredients</b>							
	Beef, pork, chicken, yeast, amino acids, salt, sugar, starch, flour, soybean, vegetable oil						

<b>Company Name</b>	Bourbon Corp.			<b>Product Sector(s)</b>	Western Bakery Products, Confectionery, Snack Food, New Age Beverages
<b>Address</b>	4-2-14, Matsunami, Kashiwazaki City Niigata 945-0011			<b>Number Of Employees</b>	1,315
<b>Phone Number</b>	0257-23-2333	<b>Fax Number</b>	0257-22-2005	<b>Number of Factories</b>	8
<b>Email</b>				<b>Overseas Contact</b>	
<b>Web Page Address</b>	http://www.bourbon.co.jp/				
<b>Contact Person</b>	Kazuhiro Ohtake, Managing Director, Marketing Division				
<b>Sales and Net Profits</b>				<b>Main Suppliers</b>	
	<b>Year</b>	<b>Sales (Mil. ¥)</b>	<b>Net Profits</b>		
	1995	91,285	371	Fuji Oil Co., Ltd., Dai Nippon Printing Co., Ltd., Toshoku, Mitsubishi Corp., Mitsui & Co., Ltd.	
	1996	85,400	350		
	1997	85,689	365		
<b>Key Products</b>			<b>% of Total</b>	<b>Company Profile and Strategies</b>	
	Confectionaries		66	Second-tier confectionery manufacturer with cookies and biscuits as mainstay.	
	Rice Cookies, etc.		31	Recently branched out into other edible items, such as chocolates. It is a comprehensive producer of sweets.	
	Drinks, Foodstuffs, Others		3	Petite cookies line turning into ¥10 billion yen business.	
				Marketing strategy targets female consumers.	
<b>Main Brands</b>				<b>Main Suppliers</b>	
Confectionery: Puchi Series (cookies and crackers), First Fashion Foods Series Keitai Choco Series (Kakao Power, Petit Bit), Ice Mint (gum), Communicase (gum) Bakery Products: Lady Bake Series, Take Pack Series, Milneige, Chocolate Tarte Snack Foods: Mixed Peas, Potelka Chips, Ebi Cheese, Ebi Snack, My Melody Series Beverages: Sararacha (canned and bottled tea), Dewa and Ion Water				Bourbon has set up network of over 100 business offices nationwide and salesmen regularly visit client stores.	
<b>Main Ingredients</b>					
Flour, milk and dairy products, eggs, sugar, flour, tea leaves, potatoes, shrimp, seaweed, cocoa, chocolate, mint, sesame, strawberry flavoring, xylitol, vitamin C supplement					

<b>Company Name</b>	Ezaki Glico Co., Ltd.			<b>Product Sector(s)</b>	Confectionery, Retort Pouch, Soup
<b>Address</b>	4-6-5, Utajima, Nishiyodogawa-ku, Osaka 555-8502			<b>Number Of Employees</b>	1,703
				<b>Number of Factories</b>	15 (3 Overseas)
<b>Phone Number</b>	06-477-8351	<b>Fax Number</b>	06-477-5670	<b>Overseas Contact</b>	
<b>Email</b>	soudan@glico.co.jp				
<b>Web Page Address</b>	http://www.glico.co.jp				
<b>Contact Person</b>	Naoko Matsushita, Public Relations Dept. Phone: 06-477-8357 Fax: 06-477-8251				
<b>Sales and Net Profits</b>				<b>Main Suppliers</b>	
	<b>Year</b>	<b>Sales (Mil. ¥)</b>	<b>Net Profits</b>		
	1995	150,267	(2,256)		Toppan Printing Co., Ltd., Dai Nippon Printing Co., Ltd.
	1996	155,473	5,867		Fuji Oil Co., Ltd.
	1997	148,028	2,667		
<b>Key Products</b>			<b>% of Total</b>	<b>Company Profile and Strategies</b>	
	Confectionery		56.3		One of leading confectioners with weight on chocolates and sweets and growing into a larger general food maker.
	Chilled Desserts		32.3		Diversifying by entering the retort package area.
	Foodstuffs		11.4		Also produces ice cream, soft drinks and instant curry.
					Has JVs in France and Thailand.
<b>Main Brands</b>	Pretz (Pretzel sticks), Pocky (chocolate covered pretzel sticks), Collon (cream filled cookie), Kiss Mint (gum), Almond (chocolate covered almonds), Panapp (ice cream), Giant (ice cream), New Wrinkle (ice cream), Glico Donburi, Glico Curry, Takikomi Gozen (seasoned rice)				Confectionery sales rising slightly, helped by product renewal. Chilled desserts also rallying slightly. Company is placing emphasis on rice-dishes related development, such as Donburi.
<b>Main Ingredients</b>	Chocolate, almonds, flour, sugar, starch, corn, fruits, sorbitol, meats, beef, pork curry powder, rice, mochi rice, vegetable oil.				

<b>Company Name</b>	First Baking Co., Ltd.			<b>Product Sector(s)</b>	Western Bakery Products, Confectionery
<b>Address</b>	2-18-2, Higashi-Rokugo, Ohta-ku Tokyo 144-8558			<b>Number Of Employees</b>	1,368
				<b>Number of Factories</b>	9
<b>Phone Number</b>	03-3738-0131	<b>Fax Number</b>	03-3730-6100	<b>Overseas Contact</b>	
<b>Email</b>				Daiichiya-Love's Bakery Inc.	
<b>Web Page Address</b>				911 Middle St., Honolulu, HI 96816	
<b>Contact Person</b>	Yoshio Sekiguchi, Director, Production Division			Tel: 808-737-5561	
<b>Sales and Net Profits</b>				<b>Main Suppliers</b>	
	<b>Year</b>	<b>Sales (Mil. ¥)</b>	<b>Net Profits</b>	Showa Sangyo Co., Ltd., Nissho Iwai Corp., Warabeya Nichiyo Co., Ltd., Miyoshi Oil & Fat Co., Ltd. Miyuki shoji, Osaka Shokuryo Oroshi, Otowa Sangyo, Matsuda Sangyo Co., Ltd., Yodogawa Kako Insatsu Tokyo Kaneka Shokuhin Hanbai	
	1995	44,839	50		
	1996	43,613	(81)		
	1997	42,244	(1,176)		
<b>Key Products</b>			<b>% of Total</b>	<b>Company Profile and Strategies</b>	
	Breads		17	Major bakery in the Kanto area.	
	Pastries		54	Bread sales are doing poorly. Seeking to diversify into Japanese and Western cakes.	
	Western Cakes		4	Introduced line of eleven "Pocket Monster" products.	
	Japanese Cakes		8	Confectionery subsidiary is performing well.	
	Cooked Rice		3		
	Purchased Foods		12		
	Others		2		
<b>Main Brands</b>				Recently expanded its business to health food. Company's new product includes "Quick Balance Arrange" which adds nutrition to western bakery products.	
Daiichi Pikachu no Pikkari Mushi Cake, Daiichi Pokemon Fuwafuwa Cup Cake, Pokemon Nakayoshi Doughnut, Manjufukashi-pan,				First Baking has started to use organic red beans (azuki) for their Japanese azuki bread (anpan).	
<b>Main Ingredients</b>					
Flour, wheat, yeast, soybeans, creams, eggs, baking oils, pre-mixes, sugar					

<b>Company Name</b>	Fuji Oil Co., Ltd.		<b>Product Sector(s)</b>	Health and Functional Food Retort Pouch, Frozen Food, Confectionery	
<b>Address</b>	2-1-5, Nishi-Shinsaibashi, Chuo-ku Osaka 542-0086		<b>Number Of Employees</b>	1,242	
<b>Phone Number</b>	06-213-8151	<b>Fax Number</b>	06-213-8167	<b>Number of Factories</b>	4
<b>Email</b>			<b>Overseas Contact</b>		
<b>Web Page Address</b>	http://www.fujioil.co.jp/english/top-english.html		Fuji Vegetable Oil, Inc. 1 Barker Ave. White Plains, New York, NY Tel: 914-761-7900 Fax: 914-761-7919		
<b>Contact Person</b>	Kazuto Asahara, Director of Protein Foods Division Tel: 078-652-3215				
<b>Sales and Net Profits</b>			<b>Main Suppliers</b>		
	<b>Year</b>	<b>Sales (Mil. ¥)</b>	<b>Net Profits</b>		
	1995	86,876	(11,007)	Itochu Corp., Zenno, Miyoshi Oil & Fat Co., Ltd., Toshoku	
	1996	91,638	3,814		
	1997	92,495	2,920		
<b>Key Products</b>			<b>% of Total</b>	<b>Company Profile and Strategies</b>	
	Oils, Fats		30	Japan's largest manufacturer of palm and coconut oil. Established in 1950, developed unique technologies for separation of fats. Company is now diversifying into downstream products including edible oil, oil and fat products and soybean protein products and sells many of its products for industrial use.	
	Foodstuffs		46	Fuji Oil is strengthening ties among group companies in Japan and around the world in order to enhance product development and cost competitiveness on a global level.	
	Proteins		24		
<b>Main Brands</b>					
Health and Functional: Soya Farm (tofu, burger, steak), The Peptide, Soy Germ Tea, Coco Slim			Fuji Oil group company, Fuji Protein Technologies Inc., sells isolated soy protein, structured soy protein, and textured soy protein. Markets include prepared foods, processed seafood, and processed meats. Group company Maruhishoku Co., produces retort packaged and frozen food products for both industrial and home use, primarily a popular line of lightly-flavored ingredients for traditional Japanese dishes. Group company, Toraku Co. produces baked puddings, flavored gelatins and jellies, soy milk, mousse desserts, whipping cream, chilled soups and other products.		
Industrial Use: Vegetable cheese, marzipan, various fillings, ganache, frozen dough, chocolate, ice cream coatings, molded chocolate, and couvertures					
<b>Main Ingredients</b>					
Milk and dairy product, wheat and corn for oil and fat production, other vegetables, cocoa, soy beans, palm, coconuts, seafood and meats.					

<b>Company Name</b>	Fujiya Co., Ltd.			<b>Product Sector(s)</b>	Confectionery, Western Bakery Products,
<b>Address</b>	7-2-17, Ginza Chuo-ku, Tokyo 104-8181			<b>Number Of Employees</b>	2,091
				<b>Number of Factories</b>	9
<b>Phone Number</b>	03-3572-4150	<b>Fax Number</b>	03-3572-7056	<b>Overseas Contact</b>	
<b>Email</b>	comments@fujiya-peko.co.jp			Fujiun USA, Inc.	
<b>Web Page Address</b>	http://www.fujiya-peko.co.jp/			One Embarcadero Center	
<b>Contact Person</b>	Akihiko Sato, Marketing Division Director			San Francisco CA 94111	
				Tel: 415-398-3338 Fax: 415-398-6893	
<b>Sales and Net Profits</b>				<b>Main Suppliers</b>	
	<b>Year</b>	<b>Sales (Mil. ¥)</b>	<b>Net Profits</b>		
	1995	113,176	(7,786)	Nissho Iwai Corp., Toyo Seikan Kaisha, Ltd., Yamato Seikan,	
	1996	106,561	1,011	Toppan Printing Co., Ltd., Dai Nippon Printing Co., Ltd.	
	1997	102,803	113		
<b>Key Products</b>				<b>Company Profile and Strategies</b>	
			<b>% of Total</b>		
	Wholesale		46	One of the five largest confectioners in Japan, particularly strong in candies. Operates Western cake shops and restaurants under direct and franchise management.	
	Retail		52	Has joint-ventures with Nestle Corp. for confectionary and Baskin-Robbins for ice cream chain. Company is expanding retail store and restaurant chains.	
	Others		2	Fujiya is experiencing rapid growth in character goods and new products. Merchandise and restaurant sales are struggling.	
<b>Main Brands</b>				Beverage and overall sales are falling.	
Chocolate: Anpanman Chocolate and Biscuits, Peco Peco Chocolate, Milky, Roco, Good Almond and Peanuts Chocolate, Chocolate Pencil, Look Chocolate, My Melody Candy: Mr. Friendly Candy, Maple, My Melody Candy and Gum, Anpanman Mini Mini Cookies: Peco-chan, Home Pie, Cheese Pie, Twist Pie, Country Mom, Biscuitino Drinks: Lemon Squash, Lemon Kasshu, Shiromomосу Kasshu, Nectar, Nomu Yogurt				Fujiya promotional characters Peko-chan and Poko-chan have become well-known throughout Japan.	
<b>Main Ingredients</b>					
Milk and dairy products, lemon, orange, banana, peach, flour, sugar, vanilla and other flavorings.					

<b>Company Name</b>	Furuta Confectionery Co., Ltd.			<b>Product Sector(s)</b>	Confectionery
<b>Address</b>	6-7-22, Hayashiji, Ikuno-ku Osaka 544-0023			<b>Number Of Employees</b>	225
				<b>Number of Factories</b>	2
				<b>Overseas Contact</b>	
<b>Phone Number</b>	06-719-6161	<b>Fax Number</b>	06-719-3201		
<b>Email</b>					
<b>Web Page Address</b>					
<b>Contact Person</b>	Norimasa Yamamoto, Manager, General Affairs Dept. Tel: 06-719-6161 Fax: 06-719-3201				
<b>Sales and Net Profits</b>				<b>Main Suppliers</b>	
	<b>Year</b>	<b>Sales (Mil. ¥)</b>	<b>Net Profits</b>		
	1995	--	--	Major Trading Companies	
	1996	--	--		
	1997	--	--		
<b>Key Products</b>			<b>% of Total</b>	<b>Company Profile and Strategies</b>	
	Confectionery		85	Furuta has headquarters in Osaka and specialises in chocolates. It is a top manufacturer of commercial chocolate.	
	Materials For Confectionery		15	Company provides wide range of products such as very cheap (30 yen chocolate), comedy character products, family products and presents.	
				Exports have been decreasing. Import of ingredients from Taiwan for commercial use has been growing.	
<b>Main Brands</b>					
Chocolate: Sequoia (Milk, Strawberry), Les Clea, Chocles, Doremi Song, Port Wine				Furuta imports ingredients through trading companies. Company is keen to import high quality ingredients.	
Cookies: Choco Sand, Butter					
Pie: Fresh Creamy, Calcium, Chu A La Cream Chocolate					
Jelly: Strawberry, Warabimochi, Pokaris				Furuta is strong in introducing new products and has particular interest in the development of toy candy.	
Chocolate for Western Confectionery & Ice Cream					
<b>Main Ingredients</b>					
Cacao beans, cacao butter, cacao mass, milk, sugar, oils and fats, strawberry				Furuta exports to the US, Europe, Australia, Asia, and the Middle East.	

<b>Company Name</b>	Imuraya Confectionery Co., Ltd.			<b>Product Sector(s)</b>	Frozen Food, Confectionery, Health and Functional Food
<b>Address</b>	7-1-1, Takachaya Tsu City 514-8530			<b>Number Of Employees</b>	697
				<b>Number of Factories</b>	2
<b>Phone Number</b>	059-234-2131	<b>Fax Number</b>	059-234-2130	<b>Overseas Contact</b>	
<b>Email</b>					
<b>Web Page Address</b>	http://www.imuraya.co.jp/				
<b>Contact Person</b>	Masayuki Imai, General Manager, Materials Dept.				
<b>Sales and Net Profits</b>				<b>Main Suppliers</b>	
	<b>Year</b>	<b>Sales (Mil. ¥)</b>	<b>Net Profits</b>		
	1995	31,004	487		
	1996	31,553	448		
	1997	31,454	301		
<b>Key Products</b>			<b>% of Total</b>	<b>Company Profile and Strategies</b>	
	Confectionery, Foodstuffs		35		One of the leading manufactures of confectionery and food. Provides confectionery, steamed deli foods, chilled desserts, seasonings and other foods, and also operates "Anna Millers" restaurant chain which is famous for its variety of western style cakes and pies with more than 30 kinds.
	Frozen Cakes, Electronic Range Foods		45		
	Restaurant Operations		7		
	Seasonings		13		
					Demand for confectionery is not increasing as much as expected under the current recession, and the competition in the market is intensifying. Imuraya established a new management control system and is trying to become more cost conscious.
<b>Main Brands</b>	Confectionery: Mini Yokan, Cool Lady, My Gift, Imuraya Castella, Cake Assort Food: Yudeazuki, Strait Zenzai, Cup Shiruko, Chilled and Frozen Nikuman/Anman Steamed Delica: Nikuman, Anman, Curryman, Pizzaman, Businessman, Puddingman Chilled Dessert: Azuki Bar, Maccha Tsubuan Monaka, BOX, Uji Cup, Reito Mikan Anna Miller's Pies: Banana, Cherry Cheese Cake, Tea Cream, Dutch Apple			<b>Company Profile and Strategies</b>	
					Company provides new products responding to the demand of the market focusing on quality and freshness.
					Increased favorably received American menus in "Anna Millers." The company is also using directly imported ingredients, and entered into health food related market with vegetable extracts.
<b>Main Ingredients</b>					
	Sweet beans, flour, milk and dairy products, eggs, green tea, rice, meat, seasonings, curry seasonings, fruits and fruit extracts				Company has been trying for ISO 14001 certification and continues its environmental conscious within the firm. Enters international exhibitions every year to keep R&D in mind.

<b>Company Name</b>	Kabaya Foods Corporation		<b>Product Sector(s)</b>	Confectionery, Snack Food
<b>Address</b>	1100 Nonokuchi Mitsu-cho, Mitsu-gun, Okayama 709-2117		<b>Number Of Employees</b>	652
			<b>Number of Factories</b>	3
<b>Phone Number</b>	0867-24-4300	<b>Fax Number</b>	<b>Overseas Contact</b>	
<b>Email</b>	Kabaya-J• —Po.Harenet.or.jp			
<b>Web Page Address</b>				
<b>Contact Person</b>	Katsumi Kageyama, Development Manager Tel: 0867-24-4830 Fax: 0867-24-2679			
<b>Sales and Net Profits</b>			<b>Main Suppliers</b>	
	<b>Year</b>	<b>Sales (Mil. ¥)</b>	<b>Net Profits</b>	
	1995	20,121	539	Sanyo Kasei Kogyo, Dai Nippon Printing Co., Ltd., Mitsui & Co., Ltd., Toshoku, Toppan Printing Co., Ltd.
	1996	21,340	628	
	1997	--	--	
<b>Key Products</b>			<b>% of Total</b>	<b>Company Profile and Strategies</b>
	Chocolate		2	Medium-sized producer of candy, chocolate, refrigerated confectionery and toy candy.
	Pretzel		6	
	Gummy		8	Company actively tries to introduce new products.
	Others		84	Kabaya is trying to reduce cost of production and materials.
				Using various TV comic characters for chocolate products. Kabaya includes with chocolate a free gift (small toy) such as photo frame, pendant, name plate, etc.
<b>Main Brands</b>				
	Ju-C, Muscat Candy, Pretzeria, Digestic, Mini-type Gum, Banpaman Gummy Character Bukuro, Banpaman Holiday, Gold Chocolate, Almond Chocolate			Two percent growth in sales of snack foods. However, since the retail price is getting cheaper, it is unlikely the company can maintain growth rate.
<b>Main Ingredients</b>				
	Sugar, starches, sucrose, milk, flour, salt, flavorings, cacao mass, vegetable oil, sugar candy, corn, potato yeast, wheat			Kabaya is actively trying to launch new confectionery products and snack foods. For snack foods, target will be low priced items.
				Company is keen to import main ingredients from foreign countries such as the US (eg. wheat).

<b>Company Name</b>	Kameda Seika Co., Ltd.			<b>Product Sector(s)</b>	Snack Food, Health and Functional Food, Confectionery
<b>Address</b>	3-1-1 Kameda Kogyodanchi, Kameda-cho, Nakakanbaragun, Niigata 950-0198			<b>Number Of Employees</b>	2,572
				<b>Number of Factories</b>	4
<b>Phone Number</b>	025-382-2111	<b>Fax Number</b>	025-382-6624	<b>Overseas Contact</b>	
<b>Email</b>				Kameda Seika Co., Ltd. (Sesmark Foods, Inc.)	
<b>Web Page Address</b>	http://www.kamedaseika.co.jp/			2154 Harlem Rd.	
<b>Contact Person</b>	Tsunetaka Takahashi, Director of Marketing Division			Loves Park, IL 61111	
	Tel: 025-381-3776			Tel: 815-636-9500	
<b>Sales and Net Profits</b>				<b>Main Suppliers</b>	
	<b>Year</b>	<b>Sales (Mil. ¥)</b>	<b>Net Profits</b>		
	1995	63,764	530	Mitsubishi Corp., Fujii Shoten, Tabata, Takesho, Y S Shokuhin	
	1996	69,022	696		
	1997	71,034	583		
<b>Key Products</b>			<b>% of Total</b>	<b>Company Profile and Strategies</b>	
	Rice Cookies, Snacks		58	Top ranking manufacturer of rice crackers. Main sales footholds in Kanto and Chubu region, but working to develop markets nationwide.	
	Rice Crackers		42	Company has strong technological know how and good reputation for putting out well received new products.	
				Established in 1957 with 111 employees and capitalization of 10 million yen. In 1984, Kameda was the first company in the confectionery industry to be listed on the Niigata Stock Exchange.	
<b>Main Brands</b>				In October 1994, the company started to produce low protein rice called "Yume Gohan" for people with kidney disease or those who must limit their daily intake of protein.	
Snack: Ume-no-ka Maki, Peanuts iri Khaki-no-Tane, Iso Genroku, Nori-Pi Pack, Ebippuri, Tsumamidane,					
Rice Snacks: Kotsubukko, Happyturn, Potapota-yaki, Age-Ichiban, Soft Salad, Salad Usu-yaki					
Retort: Yume Gohan, Aji-ni-Shikisai					
<b>Main Ingredients</b>				Company also produces Western-style cakes, biscuits, chewing gum, chocolate and candy.	
Rice, milk and dairy products, salt, sugar, seaweed, sesame, wheat flour, ume (plum)					

<b>Company Name</b>	Kanebo Foods, Ltd.			<b>Product Sector(s)</b>	Confectionery, Snack Food, Health and Functional Foods, New Age Beverages
<b>Address</b>	Daikai Itabashi Bldg, 1-42-13 Itabashi, Itabashi-ku, Tokyo 173-8639			<b>Number Of Employees</b>	4,161
				<b>Number of Factories</b>	4 (four)
<b>Phone Number</b>	(03) 5248-5323	<b>Fax Number</b>	(03) 5248-5330	<b>Overseas Contact</b>	
<b>Email</b>				Kanebo U.S.A Inc. (Foreign Trade and Marketing Office) 693 Fifth Avenue, 17th Floor, New York, NY 10022, U.S.A Tel: (212) 339-9700	
<b>Web Page Address</b>	http://www.kanebo.co.jp				
<b>Contact Person</b>	Mr. Nagata, Marketing Department Tel: 03-5446-3596 Fax: 03-5446-3684				
<b>Sales and Net Profits</b>				<b>Main Suppliers</b>	
	<b>Year</b>	<b>Sales (Mil. ¥)</b>	<b>Net Profits</b>		
	1995	378,548	(-)13,306	Tomen, Marubeni, Kanematsu	
	1996	333,609	3,228		
	1997	257,291	7,022		
<b>Key Products</b>			<b>% of Total</b>	<b>Company Profile and Strategies</b>	
	Fashion Merchandise		20	Kanebo Foods, Ltd is a subsidiary of Kanebo, Ltd. and sells confectionery, snacks, and beverages.	
	Cosmetics		47		
	New Materials		10	In food industry Kanebo is concentrating mainly on pocket-sized confectionery for refreshment and relaxation. "Frisk", a mouth refreshing mint, is Kanebo's most popular product since it was launched in 1994.	
	Lifestyle Products/Foods		15		
	Pharmaceuticals		8	Kanebo is working on a unique product line in beverage sector. "New Diet Tea," "Diet Berry" and "C White" are for feminine health and beauty, while "Silk-In" contains dietary fiber.	
<b>Main Brands</b>				Kanebo's fresh Shiitake mushrooms are popular health foods.	
Beverages: "New Diet Tea," "Diet Berry," and "C White", and "Silk In."					
Chewing Gum: Frisk, Etiquette Gum, Diet Gum, Dentifrice Gum					
Frozen Confectionery: Dessert of the Season, European Sugar Cones, "Rainbow-hat" ice cream					
<b>Main Ingredients</b>					
Milk, teas, fruits, starches, sugar, mint and other herbs, vitamin supplements					

<b>Company Name</b>	Kanro Co., Ltd.			<b>Product Sector(s)</b>	Confectionery
<b>Address</b>	2-10-11, Arai, Nakano-ku, Tokyo 165-8775			<b>Number Of Employees</b>	514
				<b>Number of Factories</b>	2
<b>Phone Number</b>	03-3385-8811	<b>Fax Number</b>	03-5380-8877	<b>Overseas Contact</b>	
<b>Email</b>					
<b>Web Page Address</b>	http://www.kanro.co.jp/index2.html				
<b>Contact Person</b>	Osamu Ohyachi, Director of Marketing Division				
<b>Sales and Net Profits</b>				<b>Main Suppliers</b>	
	<b>Year</b>	<b>Sales (Mil. ¥)</b>	<b>Net Profits</b>		
	1995	17,219	206	Mitsubishi Corp., Dai Nippon Printing Co., Ltd., Toppan Printing Co., Ltd., Nitto Seiki, Onishi Shoji, Sanko Foods, Koto	
	1996	17,146	545		
	1997	17,415	221		
<b>Key Products</b>			<b>% of Total</b>	<b>Company Profile and Strategies</b>	
	Packed Candies		65	Medium-sized confectionery maker with candy production as mainline. Founded in 1912.	
	Canned Candies		2	Well-known for "Kanro Ame" brand candy throat lozenges.	
	Packed-Pack Candies		31	Has joint-venture for production of confections and foodstuffs in Taiwan.	
	Others		2	Starting sales of nationwide capsule-type candy "Dash". Sales in Chinese market are starting off well.	
<b>Main Brands</b>				Progressing with switch to in-house manufacturing and improved distribution efficiency.	
Candy: Kuro-ame (Black sugar candy), Dole candy (Dole fruit juice candy), Kanro Nodo, Ame (throat drop), Non-sugar candy, Panna Cotta Gummy Candy Gum: Chew-lop Cola, Apple Flavored Gum				Kanro also sells health food through mail order service.	
<b>Main Ingredients</b>				Launching 3-10 new products monthly which include various functional (Xylitol), fruit and coffee extract candies.	
Fruit flavorings (strawberry, orange, blueberry, apple, lemon), custard and sour cream Vitamin C, NutraSweet, lecithin and other additives, Xylitol					

<b>Company Name</b>	Lotte Co., Ltd			<b>Product Sector(s)</b>	Confectionery, Western Bakery Products, Health & Functional Food
<b>Address</b>	3-20-1, Nishi-Shinjuku Shinjuku-ku, Tokyo 103-0023			<b>Number Of Employees</b>	2,100
				<b>Number of Factories</b>	6
<b>Phone Number</b>	03-3375-1211	<b>Fax Number</b>	03-3375-1293	<b>Overseas Contact</b>	
<b>Email</b>				Lotte U. S. A. Inc.	
<b>Web Page Address</b>	http://www.lotte.co.kr			5423 Wayne Rd. Battle Creek, MI 49015	
<b>Contact Person</b>	Mr. Takano, Public Relations Dept. Tel: 03-5388-5617 Fax: 03:3378-6199			Tel: 616-963-6664 Fax: 616-963-6695	
<b>Sales and Net Profits</b>				<b>Main Suppliers</b>	
	<b>Year</b>	<b>Sales (Mil. J)</b>	<b>Net Profits</b>		
	1995	--	--	Mitsubishi Corp., Mitsui & Co., Ltd.,	
	1996	231,500	--	Hasegawa Koryo, Dai Nippon Printing Co., Ltd.	
	1997	--	--		
<b>Key Products</b>			<b>% of Total</b>	<b>Company Profile and Strategies</b>	
	Chewing Gum		--	Lotte is the largest confectionery manufacturer in Japan. Lotte holds two-thirds of the chewing gum market, and within that, 90% of the market of stick gum. Company headquarters in is Korea.	
	Chocolate		--		
	Cake		--		
	Candy		--	Lotte also operates the Lotteria chain of fast food restaurants in Japan.	
	Ice Cream		--		
	Sugarless Chocolate		--	Lotte was first established in Japan in 1948 as manufacturer of chewing gum. In 1964, Lotte Japan expanded its product line to include chocolate and other confectionery products.	
<b>Main Brands</b>					
Cool Mint Gum, Green Gum, Ghana Milk Chocolate, Crunky Chocolate Koume, Welch's gummi, (Candy), Crunky Biscuits, Chococi (biscuits) Ice Cream Guava C, Mandarin, Sweetie (soft drinks), Villa Rica (canned coffee)				Lotte is always on the lookout for new opportunities for long term investment in existing fields of activity as well as new business by maintaining /improving its market positions through continual improvement in production, distribution and service.	
<b>Main Ingredients</b>					
Xylitol, chocolate, raw milk, butter, sugar, gelatin, flavorings (erythritol and talinose), frozen fruit (including strawberries and peach), almonds, cashew nuts, fruit juice and concentrates (guava, orange, grapefruit and lime), roasted coffee.				Lotte builds market share by focusing on excellence in every stage of the production process. Lotte uses the finest raw material and ingredients to ensure the quality and new packaging materials are tested for suitability and consumer acceptance.	

<b>Company Name</b>	Meiji Chewing Gum Co., Ltd.			<b>Product Sector(s)</b>	Confectionery
<b>Address</b>	3-8, Nishibiwajima-machi, Asahi-cho Aichi 452-0064			<b>Number Of Employees</b>	230
				<b>Number of Factories</b>	1
<b>Phone Number</b>	052-501-8291	<b>Fax Number</b>	052-502-1916	<b>Overseas Contact</b>	
<b>Email</b>					
<b>Web Page Address</b>					
<b>Contact Person</b>	Kazuosa Nomura, Manager, Marketing Dept. Tel: 052-501-8291 Fax: 052-502-1916				
<b>Sales and Net Profits</b>				<b>Main Suppliers</b>	
	<b>Year</b>	<b>Sales (Mil. ¥)</b>	<b>Net Profits</b>		
	1995	--	--		
	1996	--	--		
	1997	--	--		
<b>Key Products</b>			<b>% of Total</b>	<b>Company Profile and Strategies</b>	
	Chewing Gum		10	Company emphasizes research and development of chewing gum to provide diversified products.	
	Soft Candy		2	Company has adopted HACCP for its quality control.	
	Others		88	Tremendous growth in sales since launching "Xylish," a functional chewing gum. Sales in 1997 grew 1.4 % over the previous year and reached a record high.	
<b>Main Brands</b>				Company is involved in local community events by organizing factory visits for local primary and junior high school students and providing products for local university festivals. Company also sponsors many sporting events.	
	Xylish, Petit Gum, Wata Gumu Gaburi Chew (candy), Gaburi Fusen Gum, Suppai Goyojin Series				
<b>Main Ingredients</b>					
	Sugar, sweetener (Xylitol), fruit flavorings (lemon, orange, grape), chocolate, natural resin				

<b>Company Name</b>	47. Meiji Seika Kaisha, Ltd.			<b>Product Sector(s)</b>	Confectionery, Health and Functional Food, Retort Pouch, Snack Food
<b>Address</b>	2-4-16, Kyobashi, Chuo-ku Tokyo 104-8002			<b>Number Of Employees</b>	5,119
<b>Phone Number</b>	03-3272-6511	<b>Fax Number</b>	03-3281-7046	<b>Number of Factories</b>	9
<b>Email</b>				<b>Overseas Contact</b>	
<b>Web Page Address</b>	http://www.meiji.co.jp/			Meiji Seika (U.S.A.) Inc. 733 Third Ave., Suite 1910 New York, NY 10017 Tel: 212-557-1580	
<b>Contact Person</b>	Takeshi Kozawa, Director of Food Planning Division				
<b>Sales and Net Profits</b>				<b>Main Suppliers</b>	
	<b>Year</b>	<b>Sales (Mil. ¥)</b>	<b>Net Profits</b>	Mitsubishi Corp., Mitsui & Co., Ltd., Toppan Printing Co.,Ltd. Dai Nippon Printing Co.,Ltd., Meiji Sanofi Yakuhin, Fuji Amido Chemical, Meisho, Fuji Oil Co., Ltd., Kyodo Printing Co., Ltd., Shinko Kagaku	
	1995	249,100	3,164		
	1996	255,697	3,205		
	1997	253,310	3,256		
<b>Key Products</b>			<b>% of Total</b>	<b>Company Profile and Strategies</b>	
	Confectionery		50	Leading confectionery maker in Japan. Pharmaceuticals account for 40% of entire sales.	
	Pharmaceuticals		40	Meiji Seika is expanding business into beverages, retort pouch foods and health and functional food markets.	
	Foodstuffs		9	Company is aggressive toward overseas operations and has joint ventures with confectionery and pharmaceutical companies overseas.	
	Others		1	Company is aggressive toward biotechnology research.	
<b>Main Brands</b>				Pharmaceutical sales are rising to offset sluggish sales of confectionery and food items.	
Chocolate: Milk Chocolate, Yawaraka Chocolate, Almond Chocolate, Meltykiss Snacks: Karl (corn puffs), Plain Crackers, Butter Cookies, McVitie's Biscuits, American Potato Chips Retort: Ginza Curry, Hot Cake Mix, Iroiro Yasai Soup New Age: Savas Multi Balance Jelly, Drink and Powder, Lola Vitamins, Meioligo Candy: Chelsea, Fruit Juice Gummy, Hi-Lemon, Xylish Mint Gum				Company is launching a chocolate containing component preventing hardening of the arteries.	
<b>Main Ingredients</b>					
Chocolate, wheat flour, almonds, macadamia nuts, canned fruits and vegetables Xylitol, milk and dairy products, cocoa, corn, potatoes, oranges, coffee beans peaches, pineapples, sweet corn					

<b>Company Name</b>	Meito Sangyo Co., Ltd.			<b>Product Sector(s)</b>	Confectionery, Health and Functional Food
<b>Address</b>	2-41, Sasatsuka-cho, Nishi-ku, Nagoya 451-8520			<b>Number Of Employees</b>	400
<b>Phone Number</b>	052-521-7111	<b>Fax Number</b>	052-524-3738	<b>Number of Factories</b>	4
<b>Email</b>				<b>Overseas Contact</b>	
<b>Web Page Address</b>					
<b>Contact Person</b>	Toshihiko Yoshino, Food R&D Department Director Phone: 052-521-7117 Fax: 052-521-7121				
<b>Sales and Net Profits</b>				<b>Main Suppliers</b>	
	<b>Year</b>	<b>Sales (Mil. ¥)</b>	<b>Net Profits</b>		
	1995	16,043	1,334	Fuji Oil Co., Ltd., Dai Nippon Printing Co., Ltd., Shin Nippon Kagaku Kogyo, Yamato Seikan, Takasago International Corp.	
	1996	15,593	982		
	1997	16,103	907		
<b>Key Products</b>			<b>% of Total</b>	<b>Company Profile and Strategies</b>	
	Foodstuffs		81	Medium-ranking producer of confectionery, incl chocolate variety. Also produces enzymes to produce dextran and $\alpha$ -cyclodextrin.	
	Chemical Products		16	Active in bio-applied functional food business and developing new products.	
	Others		3	Chemical products growing on favorable enzyme exports.  Food items also firm thru introduction of new chocolate products.	
<b>Main Brands</b>					
Alfabet Cookie in Choco Bar (Chocolate), Instant Lemon Tea Pukupuktai-Earin-choco					
<b>Main Ingredients</b>					
Cococoa, tea leaves, sugar, saccharide, lemon extracts, citric acid, flour, milk and dairy products.					

<b>Company Name</b>	Morinaga & Co., Ltd.			<b>Product Sector(s)</b>	Confectionery, Snacks Food, New Age Beverages, Western Bakery Products
<b>Address</b>	5-33-1 Shiba, Minato-ku, Tokyo 108-8403			<b>Number Of Employees</b>	2,345
				<b>Number of Factories</b>	5
<b>Phone Number</b>	(03) 3456-0134	<b>Fax Number</b>	(03) 3769-1809	<b>Overseas Contact</b>	
<b>Email</b>				Morinaga U.S.A. Office	
<b>Web Page Address</b>	http://www.morinaga.co.jp			10100 Santa Monica Blvd Suite, 705	
<b>Contact Person</b>	Hisashi Kawahara, General Manager, Confectionery Dept. Phone: 03-3456-0112 Fax: 03-3769-6129			Los Angeles, CA 90067	
				Tel: (310) 230-8078 Fax: (301) 203-0915	
<b>Sales and Net Profits</b>				<b>Main Suppliers</b>	
	<b>Year</b>	<b>Sales (Mil. ¥)</b>	<b>Net Profits</b>		
	1995	155,417	(-)1,217	Hokuren, Takarazuka Shokuhin, Yokohama Nyugyo, Toyo Nyugyo	
	1996	155,972	(-)2,791		
	1997	150,460	(-)2,152		
<b>Key Products</b>			<b>% of Total</b>	<b>Company Profile and Strategies</b>	
	Confectionery		60	Established in 1899, Morinaga is leading manufacturer of confectionery and snack foods and has been a pioneer in bringing Western-style confectioneries into the Japanese market.	
	Foodstuffs		23		
	Chilled Desserts		14	Cocoa sales, with Morinaga having the largest share in Japan, have increased as a result of a strong campaign to highlight its benefits to health-conscious consumers.	
	Others		3	Morinaga puts an effort into constantly creating new demand in the market. Involved in restaurant operations thru subsidiaries.	
<b>Main Brands</b>					
Confectionery: Hi-Soft Caramels, Choco ball Chocolate, Hi-Chew Candy. Beverages: Cocoa Drink, Ryokucha, Amazake. Food Stuffs: Pancake mix Frozen Dessert: Ice Box, Ice Guy, Choco Monaka Jumbo. Health Food: Wieder In Jelly				Beverage sales are falling, but "Weider in Jelly" is driving food growth. Ice cream operations are also breaking even after after long deficits.	
<b>Main Ingredients</b>					
Sugar, brown sugar, cocoa, flour, amino acids and protein supplements, vitamin supplements, corn syrup, starches, milk and cheese products.				Morinaga has been exporting to Asian countries and the US. The company carries out direct importing not only of products but also of carefully selected raw materials for use in Morinaga products. Morinaga is active in introducing overseas technology and selling contracted products in the Japanese market.	

<b>Company Name</b>	Morozoff, Ltd.			<b>Product Sector(s)</b>	Western Bakery Products, Confectionery
<b>Address</b>	6-11-19, Mikage-Honcho, Higashi-Nadaku Kobe 658-0046			<b>Number Of Employees</b>	879
				<b>Number of Factories</b>	10
<b>Phone Number</b>	078-822-5000	<b>Fax Number</b>	078-822-5046	<b>Overseas Contact</b>	
<b>Email</b>					
<b>Web Page Address</b>					
<b>Contact Person</b>	Kazushi Watanabe, Director of Production Division				
<b>Sales and Net Profits</b>				<b>Main Suppliers</b>	
	<b>Year</b>	<b>Sales (Mil. ¥)</b>	<b>Net Profits</b>		
	1995	27,695	(889)	Sakai Printing Co., Ltd., Fujisan Shokai, Osaka Seikan, Isaka Unyu, Shintani	
	1996	28,827	(551)		
	1997	28,034	(2,798)		
<b>Key Products</b>			<b>% of Total</b>	<b>Company Profile and Strategies</b>	
	Chocolates		17	Kobe based manufacturer of chocolates and Western cakes.	
	Candies		3	Products sold through company run sales outlets and direct sales to department stores. Also operates coffee shops and restaurants.	
	Cookies		22	Expanding into Tokyo metropolitan area.	
	Cakes		49		
	Frozen Confectionary		9		
<b>Main Brands</b>					
Premium Chocolate Selection, Whisky Bonbon, Kingureto (chocolate• J) Fancy Candy, Jewelry Drop (candy• J), Arukadea, Odetto, I ea Break (baked candies) Fancy Dessert, Cheese Cake, Custard Pudding					
<b>Main Ingredients</b>					
Chocolate, cream cheese, gelatin, frozen and fresh fruit (strawberries, blueberries), butter, cream, sugar.					

<b>Company Name</b>	Nagasakiya Co., Ltd.			<b>Product Sector(s)</b>	Confectionery, Western Bakery Products
<b>Address</b>	328, Sashimono-cho, Ebisugawa-Noboru, Kawaramachidori, Chukyo-ku Kyoto 604-0903			<b>Number Of Employees</b>	548
<b>Phone Number</b>	075-231-5366	<b>Fax Number</b>	075-231-5393	<b>Number of Factories</b>	4
<b>Email</b>				<b>Overseas Contact</b>	
<b>Web Page Address</b>					
<b>Contact Person</b>	Takenari Takahashi, General Manager, Marketing Dept.				
<b>Sales and Net Profits</b>				<b>Main Suppliers</b>	
	<b>Year</b>	<b>Sales (Mil. ¥)</b>	<b>Net Profits</b>		
	1995	12,506	(57)	Dai Nippon Printing Co., Ltd., Snow Brand Milk Products	
	1996	12,237	(956)		
	1997	11,242	(2,865)		
<b>Key Products</b>			<b>% of Total</b>	<b>Company Profile and Strategies</b>	
	Confectionaries, Castella Cakes		38	Medium-sized confectioner, wholesaling candies and chewing gum for children. Expanded business to chocolate and cookies.	
	Chocolates, Candies		57	Company also sells premium gift-purpose Western confectionery through chain outlets in department stores.	
	Restaurant & Coffee Shop Operations		5	"Castella" cake, a former mainline product, is now in decline. Overall sales have been hit hard by economic downturn in Japan.	
<b>Main Brands</b>				Boosting sales through personnel acceptance from Snow Brand Milk Products and Sakura Bank.	
Two Ball Chocolate, Whisky Bonbon Chocolate, Castella Cakes, Hello Kitty Chocolates, Super Mario Goods, Palais Friand Confectionery Series Sweet Duria, Chocolate Crepe, Michell Chocolate, Grand Coeur, Fancy Gift Salong				Pursuing sale and production of French style confectionery.	
<b>Main Ingredients</b>				Company is eager to expand overseas business.	
Cocoa, sugar, milk and dairy products, butter and butter flavorings, dried fruits and nuts, fruit flavorings (strawberry, lemon, cranberry, grapefruit, mango), puffed rice					

<b>Company Name</b>	Nakamura Co., Ltd.			<b>Product Sector(s)</b>	Confectionery
<b>Address</b>	3-26-13, Shinjuku, Shinjuku-ku Tokyo 160-0022			<b>Number Of Employees</b>	1,378
				<b>Number of Factories</b>	4
<b>Phone Number</b>	03-3352-6161	<b>Fax Number</b>	03-3226-7959	<b>Overseas Contact</b>	
<b>Email</b>					
<b>Web Page Address</b>	http://www.nakamura.co.jp				
<b>Contact Person</b>	Seimi Ito, Manager, Materials Procurement Department				
<b>Sales and Net Profits</b>				<b>Main Suppliers</b>	
	<b>Year</b>	<b>Sales (Mil. ¥)</b>	<b>Net Profits</b>		
	1995	42,169	611		Nippon Flour Mills Co., Ltd., Nitto Flour Milling Co., Ltd.,
	1996	42,835	660		Mitsui Sugar Co., Ltd., Nissin Flour Milling Co., Ltd.,
	1997	41,589	(1,034)		Itoham Foods Inc., Asahi Denka Kogyo, NOF Corp., Toyo Seikan Kaisha, Ltd., Dai Nippon Printing Co., Ltd., Zenno
<b>Key Products</b>			<b>% of Total</b>	<b>Company Profile and Strategies</b>	
	Cakes		63		Medium sized confectioner with long history making Japanese cakes and crackers. Pioneer in introducing Western foods to Japan. Company operates "Chez Moi" chain of family restaurants.
	Foods		17		Manufacturing various western and Japanese confectionery and bread.
	Beverages		13		Eager to expand its distribution network to food service industry.
	Breads		7		Using Nagasakiya chain strategy to expand its business.
	Others		0		From 1993, expanded its business to real estate and fitness clubs.
<b>Main Brands</b>					
	Geppi, Chukaman, Mizu Yokan, Breads, Frisch Essen (Ham,Sausage) Nikumun, Curry-man, An-man, Cheese and Bacon, Pizza-man				
<b>Main Ingredients</b>					
	Red beans, flour, yeast, ham, bacon, sausage, beef, chines spices, curry spices pizza toppings, pork, shiitake mushrooms, natural salt.				Newly expanded business includes Japanese confectionery shops, Chinese restaurants, curry restaurants and bakery shops.

<b>Company Name</b>	Nestle Japan K. K.		<b>Product Sector(s)</b>	Confectionery, Soup, New Age Beverages
<b>Address</b>	2-10, Koyo-cho, Higashinada-ku, Kobe City Hyogo 658-0032		<b>Number Of Employees</b>	2,800
			<b>Number of Factories</b>	4
<b>Phone Number</b>	078-857-4300	<b>Fax Number</b>	<b>Overseas Contact</b>	
<b>Email</b>			Nestle S.A.	
<b>Web Page Address</b>	http://www.nestle.co.jp/		Avenue Nestle 55	
<b>Contact Person</b>	Osamu Hikida Executive Director, National Sales, Food and Beverage Div.		CH-1800 Vevey Switzerland	
<b>Sales and Net Profits</b>			<b>Main Suppliers</b>	
	<b>Year</b>	<b>Sales (Mil. ¥)</b>	<b>Net Profits</b>	
	1995	245,100	12,300	Mitsubishi Corp., Itochu Corp., Iomen Corp., Nissho Iwai Corp.
	1996	241,100	12,600	
	1997	244,000	12,400	
<b>Key Products</b>			<b>% of Total</b>	<b>Company Profile and Strategies</b>
	Instant coffee			Nestle is the largest food company in the world.
	Confectionery			Nestle Japan is struggling to deal with poor sales due to the economy and increased raw materials costs due to the weak yen. Nestle Japan is working to cut expenses by reducing distribution and administration costs in order to deal with these problems. Nestle's plan for 1998 includes revitalizing core business and strengthening diversification.
	Beverages			
	Soups			
	Pasta			
	Pet Food			
<b>Main Brands</b>				The revitalization campaign will attempt to attract new customers to products such as Nescafe soluble coffee, coffee creamer, Milo cocoa drink and Maglii instant soups.
Nescafe (instant coffee), Nescafe Acapulco, Nescafe Montealban, Nescafe Classic Blend, Nescafe Special Roast (canned and bottled coffee), Nido, Brite, Krematop, Milo (chocolate drink), Perrier, S. Pellegrino, Valvert, Contrex, Vittel (bottled water), Buitoni (pasta, pasta sauce and olive oil), Maggi (soups) KitKat, Crunch (candy bars), Polo (mints)				The diversification plan aims to develop the following businesses health foods, beverages, confectionery, Italian foods, mineral water food services and pet food.
<b>Main Ingredients</b>				
Coffee beans, cocoa, sugar, chicken consomme, tomatoes, onions, garlic, asparagus peppers, lemon, corn, Italian spices, olives, dried crab and other seafood, rice				

<b>Company Name</b>	Nissin Cisco Co., Ltd.			<b>Product Sector(s)</b>	Western Bakery Products, Confectionery
<b>Address</b>	80, Ishizukita-Machi, Sakai-City Osaka 590-0823			<b>Number Of Employees</b>	400
				<b>Number of Factories</b>	2
<b>Phone Number</b>	0722-41-0201	<b>Fax Number</b>	0722-45-4717	<b>Overseas Contact</b>	
<b>Email</b>					
<b>Web Page Address</b>					
<b>Contact Person</b>	Naoki Sasaki, Marketing Dept. Phone: 03-3883-1831 Fax: 03-3860-1043				
<b>Sales and Net Profits</b>				<b>Main Suppliers</b>	
	<b>Year</b>	<b>Sales (Mil. ¥)</b>	<b>Net Profits</b>		
	1995	--	--	Mitsubishi Corp., Toppan Printing Co., Ltd., Dai Nippon Printing Co., Ltd., Union Shoji	
	1996	--	--		
	1997	--	--		
<b>Key Products</b>			<b>% of Total</b>	<b>Company Profile and Strategies</b>	
	Biscuit, Cookie		50	Medium sized biscuit and chocolate manufacturer.	
	Cereal		40	Slight growth in ingredients procurement. Company is concerned about the rising price of ingredients for future imports.	
	Chocolate		10	Company is reducing selection of product items and continues to import ingredients. It has been affected by pricing of ingredients due to the weakening of yen.	
<b>Main Brands</b>				Company's exports have been decreasing.	
Coconut Sable, Shittori Cake Red Wine, Amaberu Rum Raisin Cake Ciscorn, Ultraman Corn Flake, Diet Ciscorn, Choco Flake, Mug Cereal, Kokumotushugi, Tappuriseni, Snack UFO, Chicken Ramen Snack, Crisp Cake Chocolate, Pokemon Snack (norishio, curry), Tamagocchi Snack Shinshu				Launched new snack foods in 1998 which are called "coconut milk" and "green tea milk".	
<b>Main Ingredients</b>				Successful in reducing calories in snack food by using coconut milk and green tea. Coconut and green tea are recently popular as ice cream flavors, but they are very new for snack foods.	
Flour, sugar, corn, fat, milk, cocoa powder, almond, starch, raisin, nuts, salt chocolate powder, powdered					

<b>Company Name</b>	NittoBest Corp.			<b>Product Sector(s)</b>	Frozen Food, Retort Pouch Confectionery
<b>Address</b>	4-27, Saiwai-cho, Sagae City Yamagata 991-8610			<b>Number Of Employees</b>	1,060
				<b>Number of Factories</b>	9
<b>Phone Number</b>	0237-86-2100	<b>Fax Number</b>	0237-86-9190	<b>Overseas Contact</b>	
<b>Email</b>					
<b>Web Page Address</b>					
<b>Contact Person</b>	Mr. Hirono, Board of Directors Office				
<b>Sales and Net Profits</b>				<b>Main Suppliers</b>	
	<b>Year</b>	<b>Sales (Mil. ¥)</b>	<b>Net Profits</b>		
	1995	38,432	470	Nozaki & Co., Ltd., Okuno, Globe Meat Importers	
	1996	38,275	145		
	1997	39,288	158		
<b>Key Products</b>			<b>% of Total</b>	<b>Company Profile and Strategies</b>	
	Frozen Foods		85	Producer of frozen food for commercial use, ranked seventh in Japan. Has 40% of Japan's corned beef market. Also makes chilled desserts and canned foods for export. Main customers are in the commercial food services industry.	
	Canned Foods		9	Customers include restaurants, delicatessens, boxed lunch delivery shops, caterers for school lunch programs, and other food catering businesses.	
	Other Products		5	NittoBest is continuously improving manufacturing techniques and using new materials such as low calorie ingredients, new flavors, germ free packaging, new sterilizing techniques, health foods, and new types of soft frozen foods which don't need to be defrosted.	
	Others		0	NittoBest imports ingredients from North America, Latin America, Australia, Southeast Asia. Company is also keen to improve quality of ingredients and processing techniques. Company is currently trying to expand its international network.	
<b>Main Brands</b>					
Best (processed meat products), Joy Gourmet (frozen prepared meals for the food service industry), Benihana (portion cut beef steaks), Monta Veil (chilled dessert) Melon pudding					
<b>Main Ingredients</b>					
Beef, sugar, milk and dairy products, melon, other fruit flavorings, frozen vegetables					

<b>Company Name</b>	Suntory Co., Ltd.			<b>Product Sector(s)</b>	New Age Beverages; Health and Functional Food, Confectionery
<b>Address</b>	2-1-40, Dojimahama, Kita-ku Osaka 530-0004			<b>Number Of Employees</b>	4,737
				<b>Number of Factories</b>	19
<b>Phone Number</b>	06-346-1150	<b>Fax Number</b>	06-345-1169	<b>Overseas Contact</b>	
<b>Email</b>				Suntory International Corp. NY Office 12 East 49th Floor, New York, NY 10017	
<b>Web Page Address</b>	http://www.suntory.co.jp/				
<b>Contact Person</b>	Hideto Matsui, Public Relations Department Tel: 06-346-0835 Fax: 06-346-1426			Suntory Water Group Inc. 2141 Powers Perry Road, Marietta, GA 30067	
<b>Sales and Net Profits</b>				<b>Main Suppliers</b>	
	<b>Year</b>	<b>Sales (Mil. ¥)</b>	<b>Net Profits</b>		
	1995	731,553	7,343	Itochu Corp., Zenkoku Nogyo Kyodo Kumiai Rengokai,	
	1996	740,444	6,074	Mitsui & Co., Ltd., Ishizuka Glass Co, Ltd.,	
	1997	--	--	Dai Nippon Printing Co., Ltd.,	
<b>Key Products</b>			<b>% of Total</b>	<b>Company Profile and Strategies</b>	
	Liquor		41	Suntory is one of the leading beverage manufactures in Japan whose product lines range from alcoholic and nonalcoholic beverages, food, pharmaceuticals, restaurant management to publishing and entertainment.	
	Beer		28	In 1998, Suntory became Pepsi's master franchisee in Japan managing all marketing, production and distribution of Pepsi products in the country.	
	Foods		25		
	Wine		5		
	Other		1		
<b>Main Brands</b>				Sales of Boss and Pekoe tea have grown recently, although demand is down in the beverage category overall.	
Suntory Oolong Tea, Suntory Coffee Boss, Suntory English Tea Pekoe, Suntory Minami Alps Natural Mineral Water, Suntory Vitamin Water, Suntory CC Lemon, Nacchan Orange, Pepsi, 7Up, V8 Juice, Nohohon Tea, Dekavita C, Bikkle Beer: Malts, Super Hops, White Beer, Brown Beer Foods: La Bonta canned tomatoes, Sagra olive oil, C.C. Lemon and other candies				Suntory distributes Campbell's V8 and tomato juice, Italian gourmet food products from Salov s.p.a. of Italy and ice cream for Pillsbury Company, through the joint venture company Haagen-Dazs Japan, Inc. Suntory has expanded into the bottled water business in the U.S. with Suntory Water Group Inc., the second largest in the U.S. market.	
<b>Main Ingredients</b>				Company is trying to reduce cost of materials.	
Tea leaves, coffee beans, tomatoes, olive oil, vitamin supplements, orange flavorings, hops, barley, malt, celery, carrots, wheat, sugar, milk, cocoa					

<b>Company Name</b>	Takarabune Corp.			<b>Product Sector(s)</b>	Western Bakery Products Confectionery
<b>Address</b>	37-1, Koaza-saguri, Oaza-sayama, Kumiya-cho Kuse-gun, Kyoto 613-8577			<b>Number Of Employees</b>	756
				<b>Number of Factories</b>	4
<b>Phone Number</b>	0774-46-6002	<b>Fax Number</b>	0774-46-6530	<b>Overseas Contact</b>	
<b>Email</b>					
<b>Web Page Address</b>	http://www.infoweb.or.jp/takarabune/				
<b>Contact Person</b>					
<b>Sales and Net Profits</b>				<b>Main Suppliers</b>	
<b>Year</b>	<b>Sales (Mil. ¥)</b>	<b>Net Profits</b>			
1995	31,562	305			Meiji Milk Products Co., Ltd., Fuji Oil Co., Ltd., Asahi Foods, Santa, Q. P. Corp.
1996	30,369	(792)			
1997	30,015	(3,311)			
<b>Key Products</b>		<b>% of Total</b>		<b>Company Profile and Strategies</b>	
	Western Confectionery	61			Kyoto based confectioner and franchise chain operator. Operates more than 1,000 chain stores in Japan. Main products include eclairs, cream puffs and Japanese confections.
	Japanese & Western Sweets	25			
	Chilled Desserts	4			
	Others	10			Although company recognizes the importance and necessity of "value added", fashionable and high-class products, which Japanese consumers became familiar with during the bubble economy period, Takarabune is now putting more priority on the ability to provide reasonably priced products which are a good value.
<b>Main Brands</b>	Cream Puffs, Pudding Choux, Ogura Choux, Eclair, Strawberry Cake, Nama Cream Cake, Osarusan Cake, Kisha Poppo, 7-hiki No Koyagi, C'est Maison (Madeleine, cheese tart), Kyobumi (Kyoto, Katsura, Kinkan Hitotsubu, Ume Hitotsubu, Kuri Hitotsubu), Black Cocoa Chou, Mont Blanc Chou, Black Cocoa Chou, Mont Blanc Chou				Based on the result of the two-way marketing system between franchise chain stores and headquarters, company continues R&D, and development of new sales methods. Also, working on technological innovations to improve productivity.
<b>Main Ingredients</b>	Flour, eggs, sugar, milk and dairy products, sweet beans, cocoa, melon fruits (strawberry, etc.), cheese				"Essential merchandising for a rich life" is their theme.  Expanding into Chubu and Tokyo areas.

<b>Company Name</b>	Toraku Co., Ltd.			<b>Product Sector(s)</b>	Confectionery, Soup
<b>Address</b>	5-5, Koyochi-nishi, Higashinada-ku, Kobe 658-0033			<b>Number Of Employees</b>	214
				<b>Number of Factories</b>	1
<b>Phone Number</b>	078-857-1522	<b>Fax Number</b>	078-857-2447	<b>Overseas Contact</b>	
<b>Email</b>					
<b>Web Page Address</b>	<a href="http://www.kbm.or.jp/k_grm/gurume/torak/index.htm">http://www.kbm.or.jp/k_grm/gurume/torak/index.htm</a>				
<b>Contact Person</b>	Mr. Fukutake, Deputy Manager, General Affairs Dept. Tel: 078-857-1522 Fax: 078-857-2447				
<b>Sales and Net Profits</b>				<b>Main Suppliers</b>	
	<b>Year</b>	<b>Sales (Mil. ¥)</b>	<b>Net Profits</b>		
	1995	9,087	--		
	1996	10,271	--		
	*1997	9,500	--		
*Forecast					
<b>Key Products</b>			<b>% of Total</b>	<b>Company Profile and Strategies</b>	
	Chilled Dessert		46	Headquarters and factory are based in Kobe. Products include desserts, dairy products, chilled soup, soyamilk and desserts, for commercial and household usage.	
	Gift, Souvenir Dessert		30	Company's motto is "Good taste and Good time".	
	Cream Soup		24	Best selling brand is "Jolly Madame no Yaki Pudding" which is a high quality, home-made tasting dessert. Gift section with high quality fruit jelly, mousse, sweet bean jelly is growing rapidly. Thus, a gift department has been established recently.	
<b>Main Brands</b>	Jolly Madame no Yaki Pudding, Kobe Pudding, Hokkaido Melon Jelly Tonyu de tsukutta Yoghurt (Soyamilk products) Raku Raku Whip, Toraku Whip, Pre Whip Royal Fresh, Hokkaido Corn Soup, Uragoshi Corn Potage Soup			Toraku produces elaborate and competitive high quality products. Toraku's strategy is to utilize the image of their hometown, the city of Kobe, which gives an impression of high quality and modernity, especially in regard to western food products such as bread, cakes and desserts.	
<b>Main Ingredients</b>	Flour, milk, sugar, egg, soyamilk, aloe, fruits (berries, lychee, etc.), cocoa, corn, sweet bean paste, green tea				

<b>Company Name</b>	Warner-Lambert K.K.			<b>Product Sector(s)</b>	Confectionery
<b>Address</b>	2-24-9, Kamioosaki, Shinagawa-ku Tokyo 141-0021			<b>Number Of Employees</b>	700
				<b>Number of Factories</b>	2
<b>Phone Number</b>	03-5487-6920	<b>Fax Number</b>	03-5487-6835	<b>Overseas Contact</b>	
<b>Email</b>				Warner-Lambert Co.	
<b>Web Page Address</b>				201 Tabor Road, Morris Plains, NJ 07950, USA	
<b>Contact Person</b>	Kashio Kobayashi, Marketing Department				
<b>Sales and Net Profits</b>				<b>Main Suppliers</b>	
	<b>Year</b>	<b>Sales (Mil. ¥)</b>	<b>Net Profits</b>		
	1995	--	--	Warner-Lambert Co., Tetra werke, Parke Davis	
	1996	--	--		
	1997	--	--		
<b>Key Products</b>			<b>% of Total</b>	<b>Company Profile and Strategies</b>	
Pharmaceuticals				In Japan, the product portfolio includes pharmaceuticals,	
Hard gelatin capsules				hard gelatin capsules, candy, chewing gum, safety razors, blades	
Candy				and other wet shaving products, mouthwash, and tropical fish	
Chewing gum				food.	
Safety razors etc.				Warner Lambert produces some of Japan's most popular gums	
				and candies. "Trident" was Japan's first sugarless gum and	
				remains a category leader. "Clorets" chewing gum with the	
				active ingredient "Actizol" holds the number one market share	
				in the Kanto area. Bubblicious, a bubble gum filled with natural	
				fruit juice, is also a market leader.	
<b>Main Brands</b>					
Ristelin, Trident, Adams, Clorets, Bubblicious (gum).					
Sting (anti-drowsiness gum)					
Mentos (mints)					
Halls (cough drops)					
<b>Main Ingredients</b>					
Sugar, gum base, corn syrup, natural and artificial flavorings, food starch					
aspartame, candellilla wax, partially hydrogenated cottonseed oil, sorbitol,					
xylitol, glycerin.					
				Confectionery Division is one of the most active television	
				advertisers in Japan.	

<b>Company Name</b>	Yamazaki Baking Co., Ltd.			<b>Product Sector(s)</b>	Western Bakery Products Confectionery
<b>Address</b>	3-10-1, Iwamoto-cho, Chiyoda-ku, Tokyo 101-8585			<b>Number Of Employees</b>	18,942
				<b>Number of Factories</b>	25
<b>Phone Number</b>	03-3864-3111	<b>Fax Number</b>	03-3864-3109	<b>Overseas Contact</b>	
<b>Email</b>				Yamazaki USA Inc.	
<b>Web Page Address</b>	http://www.b-brain.co.jp/job/yamazaki/index.html			342 Madison Ave., Suite # 604 New York, NY 10173	
<b>Contact Person</b>	Kazuteru Komori, Director, Marketing Division			Tel: 212-490-0055 Fax: 212-490-0062	
<b>Sales and Net Profits</b>				<b>Main Suppliers</b>	
	<b>Year</b>	<b>Sales (Mil. ¥)</b>	<b>Net Profits</b>		
	1995	561,862	10,957	Mitsubishi Corp., Marubeni Corp., Sumitomo Corp.,	
	1996	573,731	10,962	Nisshin Toa, Toshoku, Oriental Yeast Co., Ltd.	
	1997	582,025	7,220		
<b>Key Products</b>			<b>% of Total</b>	<b>Company Profile and Strategies</b>	
	Breads		17	Largest baking company in Japan. Has licensing agreement with Nabisco to manufacture crackers and biscuits.	
	Pastries		38		
	Japanese Cakes		12	Company has nationwide operations and strong sales network for their products (bread, Japanese and western desserts, cooked rice and delicatessen products.	
	Western Cakes		14	Experiencing growth in flavored bread and delicatessen products.	
	Prepared Bread, Cooked Rice		11		
	Confectionery & Rice Cakes		8	Yamazaki also operates convenience stores and cafeteria chains, with convenience store business growing rapidly. Company operates in-store-bakery-shops in 6 overseas countries.	
<b>Main Brands</b>					
	Double Soft, Soft Cheese (steamed bread), Marugoto Banana (cake), Calcium Bread			Company principle is to provide high quality and reasonable prices and puts very much attention and efforts in each of their operations such as product planning, facility planning, quality control, purchase of ingredients and education. One of the keys for Yamazaki's success is the great creativity of its products.	
<b>Main Ingredients</b>					
	Flour, yeast, calcium supplement, nuts, milk and dairy products, bananas				

<b>Company Name</b>	Yamazaki Nabisco Co., Ltd.			<b>Product Sector(s)</b>	Confectionery, Snack Food
<b>Address</b>	1-26-2, Nishishinjuku, Shinjuku-ku Tokyo 163-0590			<b>Number Of Employees</b>	1,250
				<b>Number of Factories</b>	1
<b>Phone Number</b>	03-3344-6211	<b>Fax Number</b>	03-3348-5620	<b>Overseas Contact</b>	
<b>Email</b>	ritz@yamazaki-nabisco.co.jp			Nabisco Holdings Co.	
<b>Web Page Address</b>	http://www.mediagalaxy.co.jp/y-nabisco/			7 Campus Drive, P.O. Box 311	
<b>Contact Person</b>	Shinichi Nishimura, Manager, General Affairs Phone: 03-3344-6211 Fax: 03-3348-5620			Parsippany, NJ 07054 Tel: 973-682-5000 Fax: 212-969-9178	
<b>Sales and Net Profits</b>				<b>Main Suppliers</b>	
	<b>Year</b>	<b>Sales (Mil. ¥)</b>	<b>Net Profits</b>		
	1995	44,840	--	Nabisco Holdings Co. (USA)	
	1996	45,510	--	Nichimen Corp.	
	1997	--	--		
<b>Key Products</b>			<b>% of Total</b>	<b>Company Profile and Strategies</b>	
	Foodstuffs		100	Company is engaged in the packaged food business. Products include: cookies, crackers, sauces, condiments, nuts, candy and gum.	
				Company has strategy to expand new product sales.	
				Since forming joint-venture in 1970, Yamazaki Nabisco has been selling Nabisco products in Japan.	
<b>Main Brands</b>				Company is developing new products by cooperating with the US RJR. Nabisco.	
Ritz Crackers, Entry, Premium Crackers, Butter Cookies, Chips Ahoy (chocolate cookies), Oreo (cream sandwiches cocoa cookies), Ritz Bits Sandwiches, Chipster, Pecola, Cocoa Wafers, Custard Wafers, Lemon Pack Cookies				Import of ingredients is increasing and is expected to increase further while the import of final products is decreasing.	
<b>Main Ingredients</b>				Creating more environmentally-friendly products by using wrappers which are easy to recycle.	
Wheat, salt, vegetable oil, butter, margarine, chocolate powder, vegetable extracts, cream, cocoa powder, fruit extracts (lemon)					